

POWER PERFORMANCE & CLASS



TOTL
SOFTWARE, INC.
quality you can afford



General Features

Menu-driven, easy to use

"2" series software works with disk or tape, and is available in either format

"3" series programs work with disk only, and require a disk drive

Many titles are also available for the VIC 20, as well as the Commodore 64

Software is compatible with most column expansion hardware

Built-in ASCII translation is provided for non-Commodore printers

Programs are compatible with any properly interfaced parallel or RS-232 printer

Most programs have multiple disk capability

Screen colors can be modified with configuration files or simple program modification

Consistent program implementation throughout the TOTL Software line

Full defaults and safeguards for simple and safe use

Registration card included, provides eligibility for customer support, notification of upgrades, and a free newsletter.

30 day warranty for free replacement of defective media

Backup and replacement of media out of warranty for \$5

Full, clearly written documentation included



1 WORD PROCESSING

TOTL.TEXT is a powerful, function-oriented word processing system designed for the serious computer owner. Your productivity is maximized by TOTL's professional approach, rather than time and space consuming icons and hieroglyphics. Straightforward menu selection, sensible commands, and live screen editing features facilitate the creation of any document, from a memo to a 300 page technical document. You won't need a master's degree to learn to use TOTL.TEXT, but it may well help you earn one. The ability to merge files generated by TOTL.LABEL, TOTL.BUSINESS, TOTL.INFOMASTER, and TOTL.MONEYMINDER with your text files makes our word processor the core of your software family.

FEATURES INCLUDE:	PROGRAMS		
	(64)	(VIC)	(VIC)
	2.6	2.5	2.0
Global search	.	.	.
Merge files	.	.	.
Disk directory	.	.	.
Disk commands	.	.	.
Works with multiple disks	.	.	.
Print from any page	.	.	.
Block move/delete	.	.	.
Columnar tabs (up to 10 positions)	.	.	.
Single stroke format commands	.	.	.
Embedded footnotes	.	.	.
Footings	.	.	.
Headings (up to 4)	.	.	.
Label merge (from TOTL.LABEL files)	.	.	.
Direct keyboard input while printing a document	.	.	.
Pause for paper change	.	.	.
Special character sets	.	.	.
Centered titles	.	.	.
Enhanced characters	.	.	.
Print from memory or device, tape or disk	.	.	.
Pagination, page numbering	.	.	.
Forced paging	.	.	.
Standard tab position control	.	.	.
Insert/delete blocks of text	.	.	.
Full "live" screen editing	.	.	.
Single mode for input/edit/insert/delete	.	.	.
Right margin justification	.	.	.
Full formatting control (margins, indent, etc.)	.	.	.
Line spacing control	.	.	.
Graphic characters with Commodore printers	.	.	.
Scrolling up and down through text	.	.	.
Machine language for speed in printing and loading	.	.	.
BASIC language for versatility	.	.	.
Prints multiple copies	.	.	.
Prints documents of any length	.	.	.
Memory expansion required	na	16K	8K
Works with tape or disk	.	.	.

TOTL.TEXT 2.0 for the VIC 20 with 8K of memory added and tape or disk

TOTL.TEXT 2.5 for the VIC 20 with 16K of memory added and tape or disk

TOTL.TEXT 2.6 for the Commodore 64 with tape or disk

2 SPELLING CHECKER

TOTL.SPELLER is a useful accessory to add to your TOTL.TEXT word processing system. This spelling checker and dictionary program allows you to find and correct both incorrect TOTL.TEXT formatting commands and misspelled words in your text files. TOTL.SPELLER permits you to examine suspected words and commands in context, and correct them all in one operation. Two modes are provided for convenience—an unattended proof-read option which processes the entire file and flags possible errors for quick correction, and an interactive review mode, which provides an audible cue to signal each error as it is found. Both modes offer a unique "help" function which can suggest the correct spelling, and directly replaces the misspelled word. The program disk includes a starter dictionary of the most commonly used words and all TOTL.TEXT formatting commands, which is easily expanded to the capacity of your disk—up to 24,000 words. Utilities provided allow the creation of specialized dictionaries for the professional or technician, and you can easily add to, delete from, print out, or duplicate your dictionary. TOTL.SPELLER requires a disk drive, and will work with two disks for added speed and convenience.

TOTL.SPELLER 3.6 for the Commodore 64 with disk drive

3 MAILING LIST & LABEL

TOTL.LABEL is a simple and straightforward mailing label and general list program which is ideal for any home or business requiring alphanumeric sorting of short records of any type of information. It is designed to stand alone or work in conjunction with other TOTL programs, such as TOTL.TEXT, TOTL.INFOMASTER, TOTL.BUSINESS, or TOTL.MONEYMINDER. Your data fields are flexible, to allow the use of any size label stock, including multiple-width pinfeed labels, using any properly interfaced printer. A space-saving report format is also provided on the Commodore 64 version, for your filing convenience. Records are automatically sorted alphanumerically, and the Commodore 64 version also allows additional flexibility in resorting data, file merge, the creation of sub-files, the use of two disk drives, and the convenience of full disk utilities. TOTL.LABEL's usefulness is not limited to addresses: any information which can be contained in up to 254 characters can be entered, edited, sorted, and selectively displayed or printed with TOTL.LABEL. Your imagination is your only limit in using this economical program from TOTL Software.

TOTL.LABEL 2.1 for the VIC 20 with 16K of memory added and tape or disk

TOTL.LABEL 2.6 for the Commodore 64 with tape or disk

4 DATABASE MANAGEMENT

TOTL.INFOMASTER provides you with one of the most sophisticated data management systems available today. This product has been

rated a "best buy" in an independent reviewer's comparison of 14 database managers for the Commodore 64. Any information which you would like to save, add to, edit, sort, and print out in a variety of formats can benefit from the ease of use, power, and flexibility of TOTL.INFOMASTER. A highly sophisticated disk accessing technique brings mainframe technology to your micro, and allows you to get the most out of your Commodore system. Our dynamic approach allows you to maintain up to 10 files per disk (or a single file using the entire disk), with the number of records limited only by the disk space available, up to 2500 characters per record, up to 100 fields per record, and up to 245 characters per field. You can redefine these parameters at any time. A tutorial in the comprehensive documentation and four sample databases on the program disk make learning TOTL.INFOMASTER fast and rewarding. The package includes a report generator which permits arithmetic functions, and can also sort and print reports from TOTL.BUSINESS files. You can use TOTL.INFOMASTER to extract mailing label information from your database files to merge with TOTL.TEXT, or use the accompanying utilities to transfer data from TOTL.LABEL, TOTL.TIME MANAGER, or RESEARCH ASSISTANT files. Disk is required, and the program will support two disk drives.

TOTL.INFOMASTER 3.6 for the Commodore 64 with disk drive

5 HOME ACCOUNTING

TOTL.MONEYMINDER is a household financial manager which can balance your budget and provide you with tax information that can justify a computer in your household. 100 user-definable expense categories give you plenty of flexibility, while TOTL's professional transaction entry system allows the householder to easily generate accounting information that will make your CPA jealous (and nervous). Full color screen graphics will display actual versus budgeted expenses, or you can print a variety of expense and budget reports. TOTL.MONEYMINDER will provide a clear picture of your net worth, and includes a database to keep track of your long term assets and liabilities. You can enter up to 6,000 transactions per year, and print out a year-end report showing all income and expenses, with expenses grouped into deductible and non-deductible, with the deductible expenses further categorized by their deduction category. Additional features include monthly budgets, checkbook balancing with statements, and investment return and amortization tools. You can generate a file of mailing information monthly for all bills due that month, easily printed with TOTL.LABEL or TOTL.INFOMASTER. TOTL.MONEYMINDER requires disk, works with up to two drives, and a printer is recommended, but not required.

TOTL.MONEYMINDER 3.6 for the Commodore 64 with disk drive

6 BUSINESS ACCOUNTING

TOTL.BUSINESS is an integrated accounting

system which provides tools to accomplish the most time-consuming and tedious bookkeeping activities with a powerful and economical integrated package. Accounts receivable and payable, inventory control, and sales and financial reporting functions are all provided at less cost than many single purpose software packages. A single invoice transaction updates all customer, inventory, and other relevant files with no duplication of effort. A sophisticated access technique adapted from mainframe technology provides you with capabilities you never expected from your computer system. Invoices, statements, and purchase orders can be printed with any printer on standard business forms, and you can extract mailing information from your customer and vendor files to print with TOTL.LABEL or merge with TOTL.TEXT. TOTL.INFOMASTER will access your business files directly for additional report sophistication, and TOTL.LEDGER will process your TOTL.BUSINESS files to produce your general ledger and profit and loss statements. TOTL.BUSINESS requires an 80 column printer and a disk drive, and will work with up to three drives to support larger businesses. It is suitable for both service-oriented and retail or wholesale operations. A high degree of flexibility is provided for in TOTL.BUSINESS.

TOTL.BUSINESS 3.0 for the VIC 20 with 24K of memory added and disk drive

TOTL.BUSINESS 3.6 for the Commodore 64 with disk drive

7 GENERAL LEDGER

TOTL.LEDGER complements your business accounting procedures by allowing you to create a general ledger with profit and loss statements enough to gladden the heart of any banker. This software package will work independently or it can be integrated with TOTL.BUSINESS, extracting key data from your existing files to eliminate duplication of effort and time-consuming research. Establish your own chart of accounts, make journal entries, produce trial balances and balance sheets, and income and expense statement reports. TOTL.LEDGER will analyze your budgeted versus actual expenditures and income, and maintains a record of up to 12 months of data. If you are already using TOTL.BUSINESS, you will find TOTL.LEDGER to be an invaluable addition to your software library. If your accounts are being maintained by hand, it will be easy to produce professional ledger information by transferring the data to this system. TOTL.LEDGER requires a printer and disk drive, and will work with 2 disk drives for ease of use.

TOTL.LEDGER 3.6 for the Commodore 64 with disk drive

8 TIME MANAGEMENT

TOTL TIME MANAGER is a project scheduling and time analysis system which organizes, sorts, and selectively displays time and activity related data important to the success of your business, home, or school projects. Needs as diverse as the scheduling of up to 20 teams or

individuals responsible for a major engineering project or the close time and event analysis of an historical event, hour by hour, day by day, or month by month are possible with TOTL TIME MANAGER. You can create, update, or delete information in your files, display selected information in summary or complete form on the screen, and print 54 different bar charts with priorities and time frames easily defined. You can use any properly interfaced 80 column printer. Your data can also be transferred to TOTL.INFOMASTER for even more flexibility and power in report generation. A printer allows TOTL TIME MANAGER to utilize all of its many features, though it is not required.

TOTL TIME MANAGER 2.1 for the VIC 20 with 8K of memory added and tape or disk

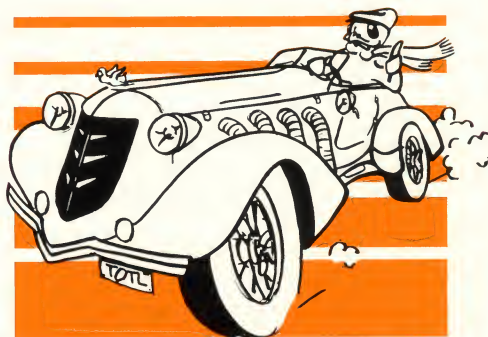
TOTL TIME MANAGER 2.6 for the Commodore 64 with tape or disk

9 KEYWORD CROSS REFERENCE

RESEARCH ASSISTANT is designed to serve as an aid to note-taking and cross referencing material (which does not require frequent updating) from books, journals, and magazines using keywords for sorting and searching. You can think of it as an automated 3x5 filing card system, organizing source (title, author, bibliography) and associated reference (page numbers, extensive notes, keywords, and date range) information. The accompanying cross reference program automatically generates sorted keyword lists which aid in the search for specific notes, and the Commodore 64 version also allows the search in memory for any references matching up to three keywords and falling within a specified date range. The programs work with disk or tape, but the advanced edit and append functions require disk. A printer is required to print out reference and keyword information. If you have other information management tasks in mind, we recommend TOTL.INFOMASTER, but for this specific task RESEARCH ASSISTANT is just right. RESEARCH ASSISTANT files can also be transferred to TOTL.INFOMASTER for even more sorting and search power.

RESEARCH ASSISTANT 2.0 for the VIC 20 with 8K of memory added and tape or disk

RESEARCH ASSISTANT 2.0 for the Commodore 64 with tape or disk



JOIN THE TOTL FAMILY

In over two years of development (a long time as software companies come and go) we have provided an increasing number of TOTL fans with an ever-growing family of interactive software. This family of products provides one good reason for you to join the family yourself, or to adopt another of our products if you are already a satisfied TOTL owner. There are a lot of good reasons to go TOTL:

File Compatibility: each TOTL product shares files with one or more other TOTL programs, and most files can be moved from the VIC to the 64, and vice versa.

Product Registration: each TOTL package comes with a postage paid registration card entitling you to a number of benefits.

Technical Support: we provide registered owners with phone support and personal responses to mailed technical questions for a \$2.00 handling fee.

Free Newsletter: registered owners also receive an informative newsletter full of articles, product announcements, upgrade info, and an occasional contest.

Upgrades: each TOTL program is regularly reviewed and upgrades made based on user feedback and industry developments. Registered owners are given the opportunity to purchase updated programs at reduced cost.

Competitive Prices: you won't find another comparable software product at our low prices.

We Care: our customers mean a lot to us, and we will listen to each one of you. The TOTL families—both products and owner-fans—are constantly growing. If you are ready for no-nonsense professional products at reasonable prices, join the family. You'll never feel alone in the computing world again.



TOTL

SOFTWARE, INC.

quality you can afford

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PRESS RELEASE

For information in US call:

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ENGLAND GU14 7NU
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Thorn EMI and TOTL Software Inc. have reached an agreement for exclusive European distribution of TOTL software personal and business productivity products for the Commodore 64 and VIC 20 computers. The UK-based firm has committed itself to a major expansion of its software distribution endeavours. The agreement with TOTL helps to fill the increasing demand for practical software in the European market. TOTL's complete lineup of interactive applications software is being upgraded and adapted to meet the unique demands of the international market.

Initially, it is expected that TOTL.INFOMASTER, the new database manager which has been well received in the states, will generate the greatest interest in Thorn EMI's market area. TOTL.TEXT, TOTL.LABEL, and TOTL.SPELLER are currently best-selling titles in the United States, and will be the basis for expansion and development of the Commodore customer base for TOTL products in Europe as well. Special versions of TOTL's business and home accounting packages will provide additional marketing clout. German language versions of all programs are expected to be developed in the near future, as well, and all software currently under development at TOTL is being reviewed for adaptability to multinational marketing.

TOTL Software, marketing productivity software for Commodore microcomputers in the U.S. for over two years, has become known for quality software at reasonable prices, software support, and its distinctive logo and "TOTL chick". Thorn EMI is committed to developing software sales in Europe, drawing on experience gained with records, tapes, and video products. TOTL is proud to be a part of that marketing effort.

March 9, 1984



TOTL
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FOR IMMEDIATE RELEASE

TOTL SOFTWARE INTRODUCES
TOTL.INFOMASTER

WALNUT CREEK, CA --December 1, 1983 --Charles Palmer-McCarty, president of TOTL Software, Inc., today announced the hatching of TOTL.INFOMASTER, a database management program for the Commodore 64 home computer.

Designed by Ann Palmer-McCarty, this powerful, flexible, data management program is an efficient "stand-alone file cabinet." It also can be used to access files generated by other TOTL programs which include TOTL.LABEL, TOTL TIME MANAGER and RESEARCH ASSISTANT. TOTL.INFOMASTER is fully compatible with TOTL.BUSINESS, and label format files can be merged with TOTL.TEXT for form letters.

The database creates, sorts, and retrieves data utilizing a unique disk allocation method which utilizes disk space to maximum efficiency. The program allows a maximum of 10 files per diskette, up to 100 fields per record, up to 245 characters per field, and up to 2500 characters per record. The program also provides a repeating field option.

Other features of TOTL.INFOMASTER include user-defined report formats and record browse/select options. The programs use a unique combination of machine language routines and compiled BASIC. The result optimizes the speed potentials of both, with dramatic improvements in disk access time. The INFOMASTER system includes disk utilities and works with 80-column devices. The program disk also includes "templates", which will automatically configure the software for many useful data management tasks. Combined with the flexibility of custom configuration, this makes the software as easy to use as it is powerful.

TOTL.INFOMASTER requires a disk drive and multiple drives may be simultaneously used.

"We are happy that the TOTL family is now fully integrated," said Palmer-McCarty. "We don't just sell a single product, we have created an interactive family of software. We're confident you'll find our products all that they're cracked up to be."

TOTL.INFOMASTER carries a suggested retail price of \$50 on disk.

TOTL Software includes a registration certificate providing eligibility for customer support and notification of upgrades. Full documentation is also included.

TOTL Software is dedicated to developing and marketing practical, personal and business software for the Commodore 64 and VIC-20 computers and plans to continue to develop and market low-cost software for the home computer user. TOTL Software is headquartered at 1555 Third Avenue, Walnut Creek, CA 94596.



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FOR IMMEDIATE RELEASE

TOTL SOFTWARE INTRODUCES

TOTL.SPELLER

WALNUT CREEK, CA --November 21, 1983 --Charles Palmer-McCarty, president of TOTL Software, Inc., today announced the release of TOTL.SPELLER, the company's newest program for the Commodore 64 home computer.

TOTL.SPELLER, a companion to the company's popular word processing program, TOTL.TEXT, is a spelling checker with a built-in dictionary that checks and corrects the spelling of any document created with TOTL.TEXT. Designed by Michael Maione, the feature-oriented, easy-to-use program is compiled for speed and is a must for serious word processing.

Features of TOTL.SPELLER include an automatic proofread option which checks the entire document and flags possible errors for later correction, audible cues to facilitate unattended operation, compatibility with 80 column boards, disk utilities and a fast verify option which displays each suspect word so that you can change, accept, or add it to the dictionary. The program includes a starter dictionary of more than 10,000 words which, by adding his own frequently used words, the user can expand to 24,000.

TOTL.SPELLER also features a practical "Help" option which suggests possible correct spellings of misspelled words, and allows single-stroke insert of the correct word. The "Help" option is unique for spelling programs in this price range.

"This program is a useful addition to a TOTL.TEXT owner's software library," said Palmer-McCarty. "It is indicative of our commitment to provide an integrated family of low-cost, quality software."

All TOTL Software products include a registration card providing eligibility for customer support, notification of upgrades, and a free newsletter with informative articles. Full documentation is also included.

Suggested retail price for TOTL.SPELLER on disk is \$35.

TOTL Software is dedicated to developing and marketing practical personal and business software for low cost computers. The company continues to support the Commodore 64 and VIC 20 computers and plans to market software consistent with the needs of the home computer market. TOTL Software is headquartered at 1555 Third Ave, Walnut Creek, CA 94596.



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FOR IMMEDIATE RELEASE

TOTL SOFTWARE INTRODUCES

TOTL.BUSINESS

WALNUT CREEK, CA -- October 19, 1983 -- Charles Palmer-McCarty, president of TOTL Software, Inc., today announced the release of the company's newest program for the VIC-20 and Commodore 64 home computers -- TOTL.BUSINESS.

Written by Ann Palmer-McCarty, vice president of research and development for the company, TOTL.BUSINESS is a set of straightforward accounting tools with integrated programs which automate many time-consuming and mundane record-keeping tasks.

TOTL.BUSINESS consists of a group of programs where functions and features are divided into two basic categories: accounts receivable and accounts payable. Accounts receivable contains invoice processing, customer statements, inventory control, and complete tracking of accounts receivable. Accounts payable contains purchase order processing, check register and expense category tracking and complete accounts payable.

File capacities are flexible since TOTL.BUSINESS uses a dynamic approach to storing data on disks. File size is limited only by the capacity of the disk and up to three disk drives can be used to allow maximum file size. Form layout is consistent for invoices, customer statements and purchase orders.

TOTL.BUSINESS features a disk-based system and CHICKSPEED (machine language routines for fast loading and disk access). The programs are menu-driven and work with any 80 column printer. Programs allow choice of screen colors and width; mailing label data can be extracted for use with TOTL.LABEL. The flexibility and capabilities of TOTL.BUSINESS combine in an easy to use yet powerful system.

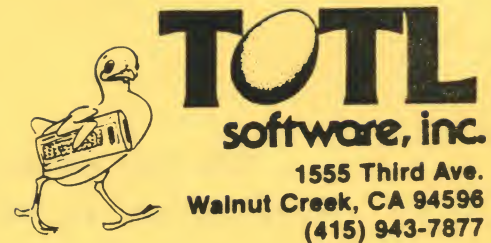
TOTL Software includes a registration certificate providing eligibility

for customer support and notification of upgrades. Full documentation is also included.

Suggested retail price for TOTL.BUSINESS is \$95 for the Commodore 64 and \$85 for the VIC-20. The VIC-20 version requires a minimum of 24K expansion.

TOTL Software is dedicated to developing and marketing practical, personal and business software for low-cost computers. The company currently writes exclusively for the VIC-20 and Commodore 64 computers and plans to market software consistent with any new low-cost computer Commodore may release in the future. TOTL Software is headquartered at 1555 Third Avenue, Walnut Creek, CA 94596.

FOUR UNIQUE PROGRAMS
FROM TOTL SOFTWARE



TOTL Software, Inc. currently has four products available: TOTL.TEXT, TOTL.LABEL, TOTL TIME MANAGER and RESEARCH ASSISTANT. All of the programs were written by Ann Palmer-McCarty and are menu-driven and easy to use. Many of TOTL software's programs now feature CHICKSPEED, a set of machine language subroutines used to dramatically increase speed in critical program functions.

TOTL.TEXT with CHICKSPEED is the company's full-feature word processor. Developed in 1982, TOTL.TEXT contains well-documented instructions and is easy to use, allowing even the beginner to be successful. Commands are easy to remember and particular attention is paid to making certain the user wants to proceed with a particular operation and giving him the option of changing his mind. TOTL.TEXT allows the user to make corrections easily by featuring the cursor-mobility of a computer that allows words, phrases or entire paragraphs to be inserted, moved around or removed in a simple, straightforward manner.

There are three versions of TOTL.TEXT on tape and disk: 2.0 8K and 2.5 16K for the VIC-20, 2.6 for the Commodore 64. Suggested retail prices range from \$25 to \$44.

TOTL.LABEL with CHICKSPEED enables the user to organize mailing lists, collection catalogs, menus, receipes, household inventories, and so forth. Anything that demands listing or sorting can be helped by TOTL.LABEL -- the program is more than just a mailing program. It is an inexpensive and versatile tool for the storage and printing of address labels, menus, or any data which must be sorted, easily accessed and selectively printed.

The program has the ability to sort on key information and labels can be merged with TOTL.TEXT for form letters.

TOTL.LABEL is available on tape and disk: 2.1 for the VIC-20 (requires 16K expansion) and 2.6 for the Commodore 64. Suggested retail price is \$20 - \$24.

TOTL TIME MANAGER is an unusual scheduling and planning tool. It gives the user the ability to categorize and analyze events and activities by responsible individual, assigned project category and date. TOTL TIME MANAGER features easy to use add, change and delete functions, a browse-through mode, and six basic time frames. Information can be displayed on the screen or reports can be printed in 54 possible bar chart formats.

The VIC-20 version, TOTL TIME MANAGER 2.1 requires minimum 8K expansion. TOTL TIME manager 2.6 is available for the Commodore 64. Suggested retail price is \$30 - \$39.

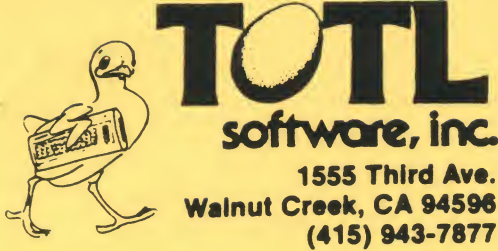
The most unusual TOTL program is RESEARCH ASSISTANT. It is a totally unique program designed originally to aid TOTL Software president Charles Palmer-McCarty with a 1982 book project. RESEARCH ASSISTANT is a hard copy-based system that enables the computer to become an advanced, automated index for source and reference information from books, journals and magazines. Features include keeping data on source materials, keeping reference notes, creating sorted cross reference lists, and the ability to edit, update and append files. RESEARCH ASSISTANT has also been used for cataloging collections or recording family genealogy and history.

RESEARCH ASSISTANT is available for both the VIC-20 (8K expansion necessary) and the Commodore 64. Suggested retail price is \$30 - \$39.

TOTL Software's programs are developed and the documentation is prepared solely by TOTL Software's staff. Some new releases, however, are being acquired from independent sources when quality, simplicity and philosophy are compatible with TOTL standards.

TOTL Software provides a degree of customer support not usually found in the low-cost software field. Each program contains a registration certificate enabling users to register ownership. TOTL provides registered owners with assistance, suggestions and notification of new products and upgrades as well as with a free TOTL newsletter.

TOTL Software is dedicated to developing and marketing practical, personal software for low-cost computers. The company currently writes exclusively for the VIC-20 and Commodore 64 computers and plans to market software consistent with any new low-cost computer Commodore may release in the future. TOTL Software is headquartered at 1555 Third Avenue, Walnut Creek, CA 94596.



FACT SHEET

COMPANY: TOTL SOFTWARE, INC.

1555 Third Avenue
Walnut Creek, California 94596
(415) 943-7877

BUSINESS: TOTL Software is dedicated to developing and marketing practical personal and business software for low-cost computers.

FOUNDED: The company was founded in January 1982 by husband and wife team Charles and Ann Palmer-McCarty.

KEY EXECUTIVES: Charles Palmer-McCarty serves TOTL Software as company president. Ann Palmer-McCarty, who designs TOTL's software, is vice president, research and development. Carl McNall is general manager for the company.

PRODUCTS: The five TOTL Software programs currently available are:

TOTL.TEXT with CHICKSPEED - a word processing program
TOTL.LABEL with CHICKSPEED - a program that enables the user to list and sort information
TOTL.BUSINESS with CHICKSPEED - a group of accounting programs
TOTL TIME MANAGER - a scheduling and planning tool
RESEARCH ASSISTANT - an automated index for keeping information, cross referencing and editing

DISTRIBUTION: Approximately 15 sales representatives distribute the product across the United States. TOTL Software is currently marketed in 14 countries throughout the world.

COMPATIBILITY: All TOTL Software programs are compatible with the VIC-20 and Commodore 64 home computers. The company plans to market software consistent with any new low-cost computer Commodore may release in the future.

PHILOSOPHY: TOTL Software offers programs that are low-priced, easy to use and can be learned quickly. Their high quality products are priced to be compatible with the value of the hardware for which they are designed. The company slogan, which they take quite seriously, is "Quality You Can Afford."

TOTL SOFTWARE, INC.
CORPORATE BACKGROUNDER
OCTOBER 1983

rewarding.

COMPANY NAME

TOTL is an acronym for Tuna O' The Land, an admittedly unusual name that takes a bit of explaining. Several years ago the children of TOTL's present general manager and family friend, Carl McNall, presented Charles and Ann with three baby chicks, which they named Fricassee, Colonel (for Sanders) and Tuna O' The Land (a parody of Chicken O' The Sea). About the time the Palmer-McCartys got up to fifty or so birds, they began calling their place the Tuna O' The Land Ranch. Two years later, the software company was born and with it the decision to use the acronym, TOTL, as the corporate name.

This "chicken theme" (no fowl jokes please) is carried out in the company logo, advertising, and packaging, and there is a product-specific chicken for each of the current software categories. TOTL fans may be familiar with some of the company's unique advertising artwork which includes: a pirate chicken (You don't have to be a pirate to afford TOTL Software.); a flasher chicken (Have I got something to show you - software for the Commodore 64!); and a gangster chicken whose violin case holds a real violin (We've got an offer you can't refuse - software at a price that's music to your ears.).

These unique representations, coupled with the basic computer-toting chicken that is on every piece of TOTL packaging and literature, have served to create an unforgettable image increasingly recognized throughout the world.

FINANCIAL BACKGROUND

TOTL Software is one of the few software publishers completely owned and financed by its founders and family investors. The company has been able to generate, sustain and support its rapid growth entirely with profits from sales. The bulk of these sales are in the United States, but an increasing amount of software is exported or marketed under royalty agreements in foreign countries.

PEOPLE

Charles Palmer-McCarty, president: co-founder Palmer-McCarty, 36, has a background in the medical field, serving as a medic in Vietnam and a physician's assistant. He holds an M.A. in Comparative Religion and Consciousness from John F. Kennedy University and a B.A. in Human Development from California State University at Hayward. In addition, he holds a 1st Degree Black Belt in the Japanese self-defense art of Aikido which he teaches in his spare time.

Ann Palmer-McCarty, vice president, research and development: co-founder Ann Palmer-McCarty, 36, was one of the first people to graduate in a then new undergraduate major at the University of Michigan: Computer Science. She has spent 15 years working in the field primarily for Pacific Telephone, Informatics, and Computab, Inc. in Honolulu. She is a member (soprano) of an a capella quartet called Champagne Jam and performs professionally with this group.

Carl McNall, general manager McNall, 46, became involved with computers while serving with the United States Air Force. He spent more than 10 years in the executive search business specializing in the area of computer professionals. He also served as western regional manager for MRI and was in sales with IBM and Computer Usage Company. McNall holds a B.S. in Business from the University of California at Berkeley.

COMPANY PHILOSOPHY

TOTL Software is oriented toward providing easy to learn, low-cost software for the VIC-20 and Commodore 64 computers. TOTL concentrates on software for the small business, practical personal, and the graduate student/author markets. The company projects a growth of 100 - 150% in 1984 and plans to maintain and cultivate the slightly wacky image which has been so well served by the Tuna O' The Land origins of the company, continuing in the philosophy that life and work should be fun!

The company prides itself on repeat business and has been able to provide

a degree of customer support not usually found among publishers of low-cost software. TOTL supplies registered owners (a registration certificate is packaged with each program) with assistance, suggestions and notification of new products, as well as upgrades via the company's free newsletter.

TOTL's slogan is "Quality You Can Afford," and it appears on every package. "We really take that seriously," says Charles Palmer-McCarty. "We are dedicated to developing and marketing practical, personal software for low-cost computers, and our pricing philosophy establishes suggested retail prices compatible with the perceived and actual worth of the hardware."

He adds, "We plan to continue offering software that our consumers can learn, use and remember in a matter of minutes."



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